



Quarterly Deadline For No Call List Approaching

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MADISON – Wednesday, August 31, is the next quarterly deadline to register for Wisconsin's No Call List, which is a free service offered by the Department of Agriculture, Trade and Consumer Protection.

"Due to the popularity of the No Call program, when word spreads about a quarterly registration deadline, we see our phone lines bombarded by calls," explained Sandy Chalmers, Administrator of the Division of Trade and Consumer Protection. "Because of this, we have added additional phone lines to help ease any last-minute congestion."



You can register 24 hours a day, seven days a week, by calling toll-free: **1-866-966-2255** or online at

nocall.wisconsin.gov.

"The registration process takes a minute to complete," added Chalmers. "The only information you need to provide is your telephone number/numbers and zip code. You can add your residential landline and cell phone number to the list, as well as your family members' numbers."

People who sign up on or before August 31 will be part of the updated list, which takes effect October 1. They must register every two years to stay on the list. It is updated four times a year (January 1, April 1, July 1, and October 1).

"We want to stress people can sign up for No Call at any time – they don't have to wait for the quarterly registration deadline announcement," Chalmers said. "Once registered, their numbers will automatically be added to the next updated No Call List. People who don't remember when they last registered, can re-register at any time – this extends their time on the list by two years."

Currently, more than 2.3 million phone numbers are on the Wisconsin No Call List. That is an all-time high. Cell phones made up 52% of all numbers added during the previous registration period – another record for the program.

Being on the No Call List will reduce, but not completely eliminate, unwanted phone calls. Unsolicited calls from charities, poll and survey takers, or on behalf of political campaigns are examples of exemptions.

Wisconsin's No Call List began in 2003. Cell phone numbers were added to the program in 2008. Telemarketers who violate the state law face a \$100 fine per call.

Once again, consumer registration can be done online at nocall.wisconsin.gov or by calling **1-866-9NOCALL**, which is **1-866-966-2255**.

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